

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 2, 11 and 12 and AMEND the claims in accordance with the following:

1. (CURRENTLY AMENDED) An advertising server comprising:

a database which registers ~~a supplier providing a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service and said first non-privileged service having a first advertisement, and said database registers the users that have a subscription with the supplier for the first non-privileged service~~contract users having a subscriber contract with a newspaper dealer;

an advertisement preparation unit for preparing a second advertisement, an advertisement requested by an advertiser, publishing the prepared advertisement in a Web page for advertisement viewing, and preparing and publishing a non-contract use page including local area information other than said advertisement on said Web page~~to be provided as a privileged second service for subscription users to the first non-privileged service by placing said second advertisement on a privileged Web page; and~~

an advertisement utilization unit which, when a user is identified as a subscription user to the first non-privileged service~~contract user based upon~~registered in the database through input user information, allows the subscription contract user to view said second advertisement on the non-contract use page~~privileged Web page so as to provide the privileged second service, and when a viewing request from a user identified as a non-contract user not registered in said database is received, prohibits publication of said advertisement on said non-contract use page and publishes an application page for subscribing with said newspaper dealer;~~

~~wherein the privileged second service is provided to the subscription user at an independent time and by a different medium from the first non-privileged service.~~

2. (CANCELLED)

3. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said privileged Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said privileged Web page.

4. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein, when a user views said advertisement on the privileged Web page, said advertisement utilization unit gives a privilege offer by a newspaper dealer or an advertiser to the subscription user viewing said advertisement.

6. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified and desired by the subscription user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein, based upon a linking request specified by the subscription user, said advertisement utilization unit makes a link to a Web page of the advertiser.

8. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein, based upon a linking request specified by the subscription user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on a same chain in a different area.

9. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement utilization unit automatically edits a Web page dedicated to a subscription user based upon advertisement selection information specified by the subscription user, and stores resulting data, or downloads the resulting data to a user device.

10. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified by the subscription user, and upon receiving a visiting request from the subscription user, automatically edits a Web page dedicated to the subscription user based upon said stored advertisement selection information, and allows the subscription user to visit the page.

11. (CANCELLED)

12. (CANCELLED)

13. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement utilization unit retrieves subscription users who need to update the contract from the database, and displays the necessity of updating the contract at the time of visiting said privileged Web page.

14. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein based upon a request for preparation of a guide map including a current position specified by the subscription user and a destination indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said privileged Web page, or downloads the guide map to a user device.

15. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement utilization unit transmits an ordering request for an advertised commodity from the subscription user to the advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein based upon the request from the subscription user, said advertisement utilization unit prints an advertisement placed on said privileged Web page on paper media, and distributes the resulting advertisement.

17. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement utilization unit registers visiting information of the subscription user for each

advertisement visit, surveys the advertisement utilization state by retrieving said database after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of results of the survey, and determines and settles an advertisement publishing fee based upon the results of the survey.

18. (CURRENTLY AMENDED) An advertising method using a server, comprising:
registering in a database contract users having a subscriber contract with a newspaper dealer ~~a supplier supplying a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service, and~~
~~registering the users having a subscription with the supplier for the first non-privileged service;~~
preparing an advertisement requested from the advertiser ~~different from said users and~~
~~placing the advertisement in a privileged Web page;~~
publishing a non-contract use page including local area information other than said advertisement; and
allowing, when a user is identified as a subscription-contract user of said first non-privileged service on the database through inputted user information registered in the database,
the subscription user to view the advertisement on said Web non-contract use page so as to provide a second privileged service to the subscription user; wherein the second privileged service is provided to the subscription user at an independent time and by a different medium from the first non-privileged service, and when a user is identified as a non-contract user not registered in said database, prohibiting publication of said advertisement on said non-contract use page and publishing an application page for subscribing with said newspaper dealer.

19. (CANCELLED)

20. (CANCELLED)

21. (CURRENTLY AMENDED) A computer-readable recording medium storing a program allowing a computer functioning as a server to execute:
registering contract users having a subscriber contract with a newspaper dealer ~~in a database a supplier supplying a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service, and~~
~~registering users having a subscription with the supplier for the first non-privileged service;~~
preparing an advertisement, requested from the an advertiser ~~different from said users,~~

~~to be provided as a privileged second service by placing the advertisement in a privileged Web;
preparing and publishing a non-contract use page including local area information other
than said advertisement; and~~

~~allowing, when a user is identified as a subscription contract user of said first non-
privileged service on the database through inputted user information registered in said database,
the registered user to view the advertisement on said privileged Web non-contract use page, and
when a user is identified as a non-contract user not registered in said database, prohibiting
publication of said advertisement on said non-contract use page and publishing an application
page for subscribing with said newspaper dealer so as to provide said privileged second service;
wherein the privileged second service is provided to the subscription user at an independent
time and by a different medium from the first non-privileged service.~~

22. (CURRENTLY AMENDED) A computer-readable recording medium storing a
program allowing a computer functioning as a server of a newspaper dealer to execute:

registering, in a database, at least subscription users having a subscription contract with
a newspaper dealer to deliver a newspaper to the subscription users;

preparing an advertisement requested by an advertiser different from said subscription
users and placing the advertisement in a privileged Web page;

preparing and publishing a non-contract use page including local area information other
than said advertisement; and

allowing, in the case when a user is identified as a subscription user on the database
through inputted user information, the registered subscription users to view the advertisement on
said Web page as a privileged second service provided under said subscription contract, and
when a user is identified as a non-contract user not registered in said database, allowing the
non-contract user to view said non-contract use page, prohibiting the non-contract user from
viewing the advertisement and publishing an application page for subscribing with said
newspaper dealer;~~wherein the advertisement is provided to the subscription user at an
independent time and by a different medium from a delivery of the newspaper.~~

23. (CURRENTLY AMENDED) A method in a data processing system, comprising:
providing a first non-privileged service to users, said first non-privileged service being
offered to users with and without a subscription for the first non-privileged service;
registering subscription users of the first non-privileged service;
creating an advertisement;

preparing and publishing a non-contract use page including local area information other than said advertisement; and

displaying the advertisement on the non-contract use page only to the registered subscription users as a privilege;

wherein the advertisement display is provided to the subscription user at an independent time and by a different medium from the first non-privileged service.

24. (CURRENTLY AMENDED) An advertising server comprising:

a database registering contract users having a subscriber contract with a newspaper dealer~~a supplier providing a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service, and which registers a user that has a subscription with the supplier providing said first service;~~

~~for a controller preparing an advertisement requested by an advertiser different from said users, placing said advertisement on a privileged Web page so that said advertisement, which is a privileged second service provided pursuant to said subscription, is available for viewing; and~~

~~providing~~providing the privileged second service by allowing the registered user to view said advertisement on the Web page; and

when a user is identified as a non-contract user not registered in said database,
publishing an application page for subscribing with said newspaper dealer.

25. (CURRENTLY AMENDED) A method in a data processing system, comprising:

providing a first non-privileged service to users;

registering subscription users of the first service;

creating an advertisement; and

displaying the advertisement only to the registered subscription users as a privilege; and
publishing, when a user is identified as a non-contract user not registered in said database, an application page for subscribing to said first non-privileged service.